OPINION OF TASTE

	NORTHWIND	
	New Ad/ New Product (Green)	Test Marketed Ad/ Test Marketed Product (Blue)
N =	402	234
	%	%
Like It	73	66
Like it very much	43	38
Like it slightly	30	28
Neither like nor dislike it	7	9
Dislike It	20	24
Dislike it slightly	11	11
Dislike it very much	9	13
Don't know	*	1
Average	3.9	3.7

*Less than 0.5%

QUESTION: And, how did you like the taste? Did you... (READ LIST)?

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Source: https://www.industrydocuments.ucsf.edu/docs/jxpj0004